

ORDER



Orders
Order / Rev: 47410
Alt Order #: 09782915
Product Desc: AFP
Estimate: 1856
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/07/12
Order Type: GENERAL

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	33	\$16,430.00	\$13,965.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$16,430.00	\$13,965.50	0.00
Totals	33	\$16,430.00	\$13,965.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	27%	\$16,430.00
Market	100%	\$60,851.85

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	5%	\$3,042.59
WCWJ	0%	\$0.00
WJXT	30%	\$18,255.56
WJXX	8%	\$4,868.15
WTLV	30%	\$18,255.56

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	08/08/12	08/10/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	--222--	:30	6	\$80.00	P-1	0.00	NM	6	\$480.00
EARLY SHOW-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--222--			6			\$80.00		0.00			
E 2	WTEV	08/08/12	08/10/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	--111--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
CBS 47 NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--111--			3			\$750.00		0.00			

